



Counties: Marion, AL



2000 Total Population	31,214
2000 Group Quarters	907
2008 Total Population	30,586
2013 Total Population	30,110
2008 - 2013 Annual Rate	-0.31%



2000 Households	12,697
2000 Average Household Size	2.39
2008 Households	12,808
2008 Average Household Size	2.32
2013 Households	12,740
2013 Average Household Size	2.29
2008 - 2013 Annual Rate	-0.11%
2000 Families	9,040
2000 Average Family Size	2.87
2008 Families	9,014
2008 Average Family Size	2.83
2013 Families	8,874
2013 Average Family Size	2.82
2008 - 2013 Annual Rate	-0.31%



<b>2000 Housing Units</b>	14,416
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	11.9%
<b>2008 Housing Units</b>	15,010
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	14.7%
<b>2013 Housing Units</b>	15,237
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	16.4%

## Median Household Income

2000	\$27,978
2008	\$33,197
2013	\$36,354

## Median Home Value

2000	\$55,852
2008	\$81,129
2013	\$83,690

## Per Capita Income

2000	\$15,321
2008	\$18,259
2013	\$20,010

## Median Age

2000	38.9
2008	40.5
2013	42.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Households by Income**

Household Income Base	12,676
< \$15,000	27.3%
\$15,000 - \$24,999	18.0%
\$25,000 - \$34,999	15.1%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	5.0%
\$100,000 - \$149,999	2.4%
\$150,000 - \$199,999	0.6%
\$200,000+	1.0%
Average Household Income	\$37,359

**2008 Households by Income**

Household Income Base	12,808
< \$15,000	21.7%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	0.8%
\$200,000+	1.0%
Average Household Income	\$42,738

**2013 Households by Income**

Household Income Base	12,740
< \$15,000	20.0%
\$15,000 - \$24,999	15.3%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	0.8%
\$200,000+	1.1%
Average Household Income	\$46,307

**2000 Owner Occupied HUs by Value**

Total	9,885
<\$50,000	44.1%
\$50,000 - 99,999	37.5%
\$100,000 - 149,999	11.4%
\$150,000 - 199,999	3.8%
\$200,000 - \$299,999	2.3%
\$300,000 - 499,999	0.6%
\$500,000 - 999,999	0.1%
\$1,000,000+	0.1%
Average Home Value	\$69,342

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	2,642
With Cash Rent	79.9%
No Cash Rent	20.1%
Median Rent	\$225
Average Rent	\$227

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Marion, AL



## 2000 Population by Age

Total	31,214
0 - 4	6.0%
5 - 9	6.1%
10 - 14	6.6%
15 - 19	6.4%
20 - 24	5.7%
25 - 34	13.3%
35 - 44	14.9%
45 - 54	13.6%
55 - 64	11.6%
65 - 74	8.4%
75 - 84	5.3%
85+	2.0%
18+	77.5%

## 2008 Population by Age

Total	30,586
0 - 4	6.2%
5 - 9	6.1%
10 - 14	6.0%
15 - 19	5.6%
20 - 24	5.2%
25 - 34	12.9%
35 - 44	14.6%
45 - 54	14.2%
55 - 64	12.8%
65 - 74	8.9%
75 - 84	5.1%
85+	2.3%
18+	78.3%

## 2013 Population by Age

Total	30,110
0 - 4	6.1%
5 - 9	5.8%
10 - 14	6.2%
15 - 19	5.9%
20 - 24	5.0%
25 - 34	11.1%
35 - 44	14.1%
45 - 54	15.1%
55 - 64	13.6%
65 - 74	9.2%
75 - 84	5.4%
85+	2.5%
18+	78.3%

## 2000 Population by Sex

Males	49.5%
Females	50.5%

## 2008 Population by Sex

Males	50.2%
Females	49.8%

## 2013 Population by Sex

Males	50.5%
Females	49.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Marion, AL



## 2000 Population by Race/Ethnicity

Total	31,214
White Alone	94.8%
Black Alone	3.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.4%
Two or More Races	0.7%
Hispanic Origin	1.2%
Diversity Index	12.1

## 2008 Population by Race/Ethnicity

Total	30,586
White Alone	93.9%
Black Alone	3.9%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.6%
Two or More Races	0.9%
Hispanic Origin	1.9%
Diversity Index	14.9

## 2013 Population by Race/Ethnicity

Total	30,110
White Alone	93.3%
Black Alone	4.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.9%
Two or More Races	1.0%
Hispanic Origin	2.5%
Diversity Index	17.0



## 2000 Population 3+ by School Enrollment

Total	30,087
Enrolled in Nursery/Preschool	1.1%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	10.8%
Enrolled in Grade 9-12	4.8%
Enrolled in College	2.9%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	78.8%

## 2008 Population 25+ by Educational Attainment

Total	21,677
Less than 9th Grade	15.0%
9th - 12th Grade, No Diploma	21.7%
High School Graduate	33.1%
Some College, No Degree	17.4%
Associate Degree	4.9%
Bachelor's Degree	4.9%
Graduate/Professional Degree	3.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Marion, AL****2008 Population 15+ by Marital Status**

Total	24,990
Never Married	16.3%
Married	62.6%
Widowed	8.4%
Divorced	12.7%

**2000 Population 16+ by Employment Status**

Total	24,951
In Labor Force	56.1%
Civilian Employed	51.6%
Civilian Unemployed	4.5%
In Armed Forces	0.0%
Not in Labor Force	43.9%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	92.2%
Civilian Unemployed	7.8%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	92.9%
Civilian Unemployed	7.1%

**2000 Females 16+ by Employment Status and Age of Children**

Total	12,784
Own Children < 6 Only	7.6%
Employed/in Armed Forces	4.1%
Unemployed	0.9%
Not in Labor Force	2.7%
Own Children < 6 and 6-17 Only	5.2%
Employed/in Armed Forces	3.3%
Unemployed	0.5%
Not in Labor Force	1.4%
Own Children 6-17 Only	16.4%
Employed/in Armed Forces	10.7%
Unemployed	1.1%
Not in Labor Force	4.6%
No Own Children < 18	70.8%
Employed/in Armed Forces	26.2%
Unemployed	2.3%
Not in Labor Force	42.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Marion, AL

**2008 Employed Population 16+ by Industry**

Total	12,138
Agriculture/Mining	3.0%
Construction	6.9%
Manufacturing	30.0%
Wholesale Trade	2.7%
Retail Trade	11.7%
Transportation/Utilities	6.8%
Information	0.4%
Finance/Insurance/Real Estate	4.5%
Services	30.8%
Public Administration	3.2%

**2008 Employed Population 16+ by Occupation**

Total	12,138
White Collar	42.1%
Management/Business/Financial	8.2%
Professional	13.6%
Sales	10.3%
Administrative Support	10.0%
Services	14.2%
Blue Collar	43.7%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	8.7%
Installation/Maintenance/Repair	6.1%
Production	15.7%
Transportation/Material Moving	12.2%

**2000 Workers 16+ by Means of Transportation to Work**

Total	12,593
Drove Alone - Car, Truck, or Van	84.6%
Carpooled - Car, Truck, or Van	11.5%
Public Transportation	0.3%
Walked	1.2%
Other Means	0.7%
Worked at Home	1.8%

**2000 Workers 16+ by Travel Time to Work**

Total	12,593
Did Not Work at Home	98.2%
Less than 5 minutes	6.1%
5 to 9 minutes	17.6%
10 to 19 minutes	33.3%
20 to 24 minutes	10.8%
25 to 34 minutes	14.3%
35 to 44 minutes	4.2%
45 to 59 minutes	4.4%
60 to 89 minutes	3.3%
90 or more minutes	4.3%
Worked at Home	1.8%
Average Travel Time to Work (in min)	23.6

**2000 Households by Vehicles Available**

Total	12,697
None	8.9%
1	29.6%
2	39.5%
3	15.7%
4	4.2%
5+	2.1%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Households by Type**

Total	12,697
Family Households	71.2%
Married-couple Family	58.4%
With Related Children	24.9%
Other Family (No Spouse)	12.8%
With Related Children	7.9%
Nonfamily Households	28.8%
Householder Living Alone	26.5%
Householder Not Living Alone	2.3%

Households with Related Children	32.8%
Households with Persons 65+	27.8%

**2000 Households by Size**

Total	12,697
1 Person Household	26.5%
2 Person Household	35.6%
3 Person Household	18.8%
4 Person Household	13.1%
5 Person Household	4.4%
6 Person Household	1.1%
7+ Person Household	0.5%

**2000 Households by Year Householder Moved In**

Total	12,697
Moved in 1999 to March 2000	16.0%
Moved in 1995 to 1998	25.3%
Moved in 1990 to 1994	14.0%
Moved in 1980 to 1989	17.6%
Moved in 1970 to 1979	14.6%
Moved in 1969 or Earlier	12.5%
Median Year Householder Moved In	1992

**2000 Housing Units by Units in Structure**

Total	14,416
1, Detached	63.6%
1, Attached	0.9%
2	3.3%
3 or 4	2.7%
5 to 9	1.7%
10 to 19	0.7%
20+	1.1%
Mobile Home	25.6%
Other	0.4%

**2000 Housing Units by Year Structure Built**

Total	14,416
1999 to March 2000	3.0%
1995 to 1998	9.6%
1990 to 1994	8.5%
1980 to 1989	18.5%
1970 to 1979	25.9%
1969 or Earlier	34.4%
Median Year Structure Built	1976

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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## Top 3 Tapestry Segments

1.	Southern Satellites
2.	Heartland Communities
3.	Simple Living



**2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$16,033,789
Average Spent	\$1,251.86
Spending Potential Index	47
Computers & Accessories: Total \$	\$1,592,957
Average Spent	\$124.37
Spending Potential Index	52
Education: Total \$	\$7,759,527
Average Spent	\$605.83
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$29,840,733
Average Spent	\$2,329.85
Spending Potential Index	63
Food at Home: Total \$	\$38,679,090
Average Spent	\$3,019.92
Spending Potential Index	62
Food Away from Home: Total \$	\$25,610,149
Average Spent	\$1,999.54
Spending Potential Index	58
Health Care: Total \$	\$37,250,595
Average Spent	\$2,908.38
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$15,123,643
Average Spent	\$1,180.80
Spending Potential Index	51
Investments: Total \$	\$4,771,554
Average Spent	\$372.54
Spending Potential Index	37
Retail Goods: Total \$	\$216,438,571
Average Spent	\$16,898.70
Spending Potential Index	62
Shelter: Total \$	\$97,077,687
Average Spent	\$7,579.46
Spending Potential Index	49
TV/Video/Sound Equipment: Total \$	\$10,715,514
Average Spent	\$836.63
Spending Potential Index	58
Travel: Total \$	\$12,588,359
Average Spent	\$982.85
Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$	\$7,788,051
Average Spent	\$608.06
Spending Potential Index	61

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.